



Urim Kodra

Senior SEO & PPC Consultant

Senior SEO & PPC professional with 6+ years driving measurable organic and paid growth across 100+ client accounts. Proven track record in full-funnel strategy, technical SEO, social media, and performance marketing, leveraging AI-augmented workflows and emerging search technologies to deliver results faster and at scale.

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SKILLS

AI & Future Search

GEO / AEO / AI Search Optimization, Answer Engine Optimization, LLM Visibility & Citation Strategy, Topical Authority & Entity SEO, Programmatic SEO

SEO & Content

Technical SEO, Content Strategy, Keyword Research & Intent Mapping, Link Building, On-Page Optimization, Core Web Vitals

Web & CMS

WordPress Website Management, Plugin & Theme Maintenance, On-Page Publishing, Basic HTML/CSS Troubleshooting

Social Media

Social Media Strategy, Content Calendars, Organic & Paid Social (Meta, LinkedIn, Instagram), Community Management, Social-SEO Integration

Paid Search

Paid Search Strategy, Bid Management, Audience Segmentation, A/B Testing, ROAS Optimization, Google Ads

Email & CRM

Email Marketing, Lifecycle Campaigns, HubSpot, Klaviyo, Audience Segmentation, Nurture Flows

Analytics & Reporting

GA4, Looker Studio, Tableau, Performance Reporting, First-Party Data Strategy, CRO

Training & Enablement

Curriculum Design, Live Platform Training, Google Ads & Analytics Coaching

Tools

Semrush, Ahrefs, Surfer SEO, Screaming Frog, WordPress, ChatGPT, Claude, Perplexity, Jasper AI, Google Search Console, Google Tag Manager

CERTIFICATIONS

Certified Digital Marketing Professional

Digital Marketing Institute

Certified Digital Marketer

CXL Institute

Content Strategy for SEO & Lead Gen

CXL Institute

eCommerce SEO

CXL Institute

WORK EXPERIENCE

Digital Marketing Lecturer (Contract)

03/2026 – Present

Creative Hub Kosovo | *Miami, Florida, United States (Remote)*

- Deliver hands-on training in Google Ads and data tracking as part of a recurring digital marketing programme, with sessions built around practical, in-platform application rather than theory.
- Cover campaign structure, keyword strategy, bidding, ad copy, and performance analysis on the Google Ads side, equipping learners to make real decisions from live data.
- Teach the tracking stack end to end: Google Tag Manager for implementation, Google Analytics 4 for measurement, and how the two connect so reporting reflects what's actually happening on-site.
- Focus each session on building independence, giving participants the confidence to work in the platforms on their own rather than follow a fixed checklist.

Senior SEO/PPC Manager

08/2021 – Present

Inspire Digital | *Scotland, UK*

- Managed a portfolio of 100+ clients, overseeing SEO and PPC strategies aligned to individual business goals and retention targets
- Grew organic traffic by over 70% across key client accounts within 12 months by restructuring keyword strategies around search intent and topical authority
- Built and executed technical SEO programs, improving Core Web Vitals, site architecture, and crawlability, and cutting deployment cycles from 3 weeks to under 10 days
- Developed content cluster and topical authority frameworks that reduced time-to-rank for new pages by an average of 3 weeks
- Managed PPC accounts with combined ad spend of \$280K+, consistently achieving strong ROAS through bid strategy, A/B testing, and audience segmentation
- Designed CRO experimentation programs across landing pages and ad copy, building a culture of continuous testing that improved conversion rates across accounts
- Built and maintained client websites on WordPress, managing on-page edits, plugin and theme upkeep, and technical fixes to support SEO performance
- Directed social media strategy and content calendars for select client accounts, aligning organic social with SEO and paid campaigns to strengthen full-funnel presence
- Built AI-augmented content and reporting workflows using ChatGPT and Claude, reducing production costs by over 40% while maintaining quality
- Implemented client reporting frameworks translating SEO and PPC KPIs into clear revenue narratives, improving retention rates significantly
- Built and led a cross-functional team of 6 (SEO specialists, content writers, developers), cutting project turnaround time by 35%
- Grew team revenue by over 150% in the first 3 years by introducing new service lines and optimising operational costs

Google Analytics 4

CXL Institute

Copywriting & Product Messaging

CXL Institute

EDUCATION

Marketing Bachelor's Degree

University of Prishtina

2014 – 2017

LANGUAGES

Albanian | English

Native / Bilingual in both

INTERESTS

Football, Movies, Self Development, Books, Hiking

SEO Manager (Part-Time / Freelance)

05/2020 – 07/2022

[Think Orion](#) | [Remote](#)

- Led SEO strategy across 10+ client websites, delivering strong YoY organic growth through technical, content, and authority-building initiatives
- Built topical authority frameworks and content cluster strategies that consistently accelerated organic ranking timelines for new content
- Created executive dashboards translating SEO KPIs into revenue impact, improving client retention and stakeholder confidence
- Managed a distributed team of specialists and freelancers, scaling output without sacrificing quality
- Conducted regular algorithm update audits, keeping client sites resilient during major Google core updates

SEO Specialist

07/2020 – 08/2021

[Jugo](#) | [UK](#)

Jugo and GDS Group operate under the same parent company; both roles were held concurrently.

- Executed full-funnel SEO strategy for a virtual events platform, covering keyword research, on-page optimisation, and technical SEO
- Supported content teams with SEO-driven briefs for high-intent B2B audiences, improving organic visibility and content relevance

SEO Specialist

07/2020 – 08/2020

[GDS Group](#) | [Bristol, UK](#)

Sister company to Jugo; role held concurrently as part of the same engagement.

- Delivered SEO audits and competitor research for one of the UK's largest B2B events companies
- Contributed to on-page and technical SEO improvements supporting a measurable uplift in organic impressions